

OCTVB Board Meeting Minutes
Tuesday, May 9, 2023 | 5:30 pm
Oconee State Bank

In attendance: Dean Bright, Candice Meeler, Amber Deutsch, Casey Deming, and Stephanie VanDyck

Absentees: Deesha Hagwood, Greg Wilson

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:31 p.m.

Candice Meeler moved to approve the April 13 minutes; Amber Deutsch seconded—none opposed

Executive Director's Report

Sarah Cumuze shared the KPI's for the month of April. The Visitor's Center had 185 visitors with 65 at Eagle Tavern, including one group tour. The website had 2000 visits, many first time visits, mostly driven by the Playground of Possibilities, Taste of Oconee, and Visit Watkinsville. Facebook and Instagram were also up for both March and April compared with 2022. Merchandise sales were \$332.50 in March and \$288.80 in April. Sarah mentioned that they were doing a deep dive into merch to see what is selling and what is not. She wants to consolidate the amount of merchandise offered.

Financial Update

Candice Meeler gave a financial update. We are at 80% of expense compared with budget for the year, but we have already received 100% of budgeted annual income with two months to go. So there will be an overage at the end of the fiscal year in June. Sarah Cumuze presented the board with two budgets—shown with and without the move to the William Daniels House.

In the Marketing/Advertisement lines, Sarah and Joann reported that they are working with Chris Greer on video work, including a Ghost Tour with Jeff Clarke. These would be small clips that can be posted to social media or used for other purposes of advertising. Stephanie VanDyck asked if OCTVB would keep all the b-roll footage from these ventures, and Sarah said that they would retain access to all footage. Amber Deutsch also asked about vertical footage.

Dean Bright moved to approve the FY24 Budget as presented with an anticipated adjustment of adding \$6,000 for rent to the budget with the William Daniels House since occupancy would not start until mid-Fall; Candice Meeler seconded—none opposed

Sarah presented the inspector's report for the William Daniels House to the Board. Oconee County has agreed to fix issues that came up, but the bathrooms would not be period aesthetic. Extra funds from the Board could be used to change that if they wanted. Justin from the County has sent over a tentative contract version that Sarah can share with the Board.

Dean Bright asked about capacity. Fire Marshall would need to be consulted on that. Amber Deutsch asked about the termite bond/warranty. Sarah said she would send a copy to the Board. Candice Meeler asked about the initial move date, and October would likely be the earliest if all current damages from the inspection could be done in time. Candice also expressed concerns getting traffic to the new

location. Sarah and Joann said they would have set hours for Eagle Tavern to ensure a continued presence in downtown Watkinsville.

Dean Bright moved to give the staff approval to move forward with the relocation of the visitors center to the William Daniels House; Amber Deutsch seconded—none opposed.

The next meeting will be on Tuesday, July 11 at 5:30 p.m.

Amber Deutsch moved to adjourn; Candice Meeler seconded – none opposed.

The meeting adjourned at 6:18 p.m.